The Grocer

Focus On: Ready Meals & Soups

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Intro: Ready meal brands are breaking out of the microwave (and oven) with products specifically designed for pan-cooking. This allows shoppers to easily add their own ingredients and customise their meals, but it also makes meals less portable – so why are brands doing it?

Pan cooking: New-age ready meals

- Which brands have added pan-cook ready meals in recent months?
- Across what formats and cuisines?
- What is their rationale for doing so?
- How are brands encouraging shoppers to customise such ready meals?

Innovation: Standout launches

- How else have ready meal and soup suppliers made their products even more convenient for shoppers?
- Are brands or retailers leading the charge when it comes to innovation?
- Which flavour trends are proving popular across meals and soups?

Health: UPF concerns

- How are UPF concerns shaping shoppers' soup-buying habits? And brands' innovation?
- How are suppliers responding to these concerns
- Who are the winners and losers in the category?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.